

SDI

SUSAN DAVIS
INTERNATIONAL

Operation Smile

Operation Smile

Overview

SDI was retained by Operation Smile, a non-profit, worldwide, children's medical charity, to provide communications and event strategy and implementation, influencer outreach, and crisis management for the year-long observance of the organization's 25th Anniversary. The anniversary year culminated in the World Journey of Smiles (WJOS), a mission to more than 40 countries with the goal of treating 5,000 children.

Solutions

We began by repositioning the public's awareness of the organization from one with a focus on mobilizing volunteers for international missions to one that co-created self-sustainable, in-country Care Centers staffed by Operation Smile-trained local medical personnel. The SDI team targeted a broad array of magazines and trade publications covering a variety of subjects. We also developed monthly themes for the anniversary year communications, highlighting various participants and activities over the course of the year.

Throughout the anniversary year, SDI worked to enhance Operation Smile's visibility and relationships with key U.S. government decision makers and the international diplomatic community. This resulted in Operation Smile's co-founders Dr. Bill and Kathy Magee being invited to speak at the White House Conference on the Americas. Operation Smile was also invited to take part in the U.S. Navy's humanitarian mission to Latin America on the USN Comfort, a traveling hospital ship. Our outreach to the U.S. Agency for International Development (USAID) and United Nation's Children Fund (UNICEF), led to both organizations participating in an event to honor Operation Smile's co-founders with awards for their lifetime of service.

Results

Our efforts resulted in video teams from Reuters, CNN (and its full range of network partners), Voice of America, ITN and other network level entities covering the WJOS in sites around the world. Circulation figures from the more than 170 national and international print stories, 50 television broadcasts, 30 radio interviews and almost 100 online stories total nearly 230 million. The anniversary year outreach efforts were an unqualified success in building relationships on Capitol Hill, with federal and international agencies, increasing fundraising and public awareness, and laying the groundwork for Operation Smile's next 25 years.



Susan Davis International | 1101 K Street N.W., Washington D.C. 20005

Phone: (202)-408-0808 | Email: KNaumann@SusanDavis.com | www.susandavis.com

Women Owned Small Business | GSA Schedule #GS23F0055M | CAGE code 3HGK2

NAICS: 541430, 541611, 541612, 541613, 541618, 541690, 541720, 541810, 541820, 541830, 541850, 541890, 541910, 541990, 561920